

## **Sample Media Advisory or Invitation to Press Conference**

For Immediate Release

{Insert Name & Contact Info.}

# **POLICE AGENCIES KICK OFF UNDERAGE DRINKING ENFORCEMENT**

WHO: {Law Enforcement Agency Name and Other Partner Names}

WHAT: Law enforcement agencies are announcing their participation in underage drinking enforcement to be conducted (insert date or dates)

WHEN: {Date}

WHERE: {Venue Name}

WHY: The goals of the program are to eliminate underage consumption of alcohol, eliminate adults providing alcohol to minors, reduce the number of alcohol-related traffic crashes, establish close working relationships between law enforcement and schools and promote community awareness regarding the problems associated with youth access to alcohol.

VISUALS: {Include any photo opportunities that may encourage the media to attend}

INTERVIEWS: Local law enforcement officials and {insert other partners names} will be available to answer media questions.

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